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The Male Food Shopper: How Men are Changing Food Shopping in America

Sponsored By

Campbell Soup Company

&

People weekly

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INTRODUCTION FROM DR. LIEBERMAN

This in-depth examination of men food shoppers was sponsored jointly by Campbell Soup Company and PEOPLE Weekly and was conducted by Lieberman Research Inc.

While food shopping has been traditionally the responsibility of women, there is mounting evidence that food shopping is an activity in which men are becoming increasingly involved. Little is known about the characteristics of men who shop for food and men's food shopping habits. How large a role do men play in shopping for food? What are the characteristics that differentiate men who shop for food from men who do not shop for food? Are men's food shopping habits similar to or different from women's food shopping habits? This basic study of men food shoppers was undertaken to answer these questions.

In order to identify the distinctive characteristics of men food shoppers, interviews were conducted with a sample of men who shop for food and a sample of men who do not shop for food. Men food shoppers and men non-shoppers were compared in terms of their demographics, psychographics, lifestyle orientations, attitudes toward food and toward shopping for food, etc.

In order to compare men's and women's food shopping habits, the study involved interviewing a sample of men and a sample of women who shop for food. Men and women were compared in terms of how often they shop for food (time of day and day of week), how much time spent in the store shopping for food, whether they shop with someone else or alone, etc.

In addition, the study explored men's and women's food shopping planning habits. Men and women were compared in terms of their use of shopping lists, whether in-store purchases and brands are planned or unplanned, and their involvement in information-seeking such as checking prices, freshness dates, ingredients, etc.

It is hoped that this investigation will provide new perspectives on what kinds of men shop for food and how men's food shopping habits compare with women's food shopping habits. Campbell Soup Company and PEOPLE Weekly were extremely helpful and supportive in carrying out this investigation, but the responsibility for analyzing, synthesizing and interpreting the findings is ours alone.

SEYMOUR LIEBERMAN, PH.D.
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TABLE OF CONTENTS

	Page
METHOD	3
OVERVIEW	5
RESULTS	
• The Importance Of Men Food Shoppers	13
• Men Food Shoppers Vs. Men Non-Food Shoppers	14
• The Relative Importance Of Men And Women Food Shoppers	21
• Men's And Women's Major Food Shopping Patterns	24
• Men's And Women's Major Food Shopping Planning	35
• Men's And Women's Brand Orientation	41
• Major Food Shopping Vs. Fill-In Food Shopping	44

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METHOD

This investigation was based on personal, in-home interviews with 963 heads of household, 18 years of age and older.

The respondents included 787 men and, as a benchmark for comparison, 176 women.

The 787 men consisted of 629 men who shop for food and 158 men who do not shop for food.

The 176 women were comprised of 158 women who shop for food and 18 women who do not shop for food.

In analyzing the data, men food shoppers and non-shoppers and women food shoppers and non-shoppers were statistically weighted so that all groups were represented in relation to their actual incidence in the population.

The interviewing was conducted in 12 geographically dispersed markets. These included large, medium-sized and small markets in each of the four major geographic regions (Northeast, South, Midwest and West).

The interviews (which averaged 50 minutes for food shoppers and 25 minutes for non-food shoppers) took place from June 18 through June 30, 1985.

METHOD

WHO: 963 HOUSEHOLD HEADS, 18+

787 MEN

629 MEN MAJOR FOOD SHOPPERS

158 MEN NON-MAJOR FOOD SHOPPERS

176 WOMEN

158 WOMEN MAJOR FOOD SHOPPERS

18 WOMEN NON-MAJOR FOOD SHOPPERS

HOW: PERSONAL, IN-HOME INTERVIEWS

INTERVIEW LENGTH

MAJOR FOOD SHOPPERS : 50 MINUTES

NON-MAJOR FOOD SHOPPERS : 25 MINUTES

WHERE: 12 GEOGRAPHICALLY DISPERSED MARKETS

NORTHEAST	MIDWEST
NEW YORK, NY	KANSAS CITY, KS
SCRANTON, PA	COLUMBUS, OH
BANGOR, ME	FARGO, ND
SOUTH	**WEST**
ATLANTA, GA	SEATTLE, WA
NEW ORLEANS, LA	SALT LAKE CITY, UT
SIEVER CO., TN	MERCED CO., CA

WHEN: JUNE 18, 1985 - JUNE 30, 1985

OVERVIEW

OVERVIEW

* Men are an important factor in the food shopping market. Men are heavily involved in both major food shopping and fill-in food shopping and they account for a significant share of food shopping dollars.

(Major food shopping was defined as shopping trips where people spend a lot of money and buy a lot of food; fill-in food shopping was defined as shopping trips where people do not spend a lot of money and buy only a few things.)

77% of men do major food shopping in a 4 week period (compared with 98% of women).

83% of men do fill-in food shopping in a 4 week period (compared with 86% of women).

Overall, men account for about 40% of food shopping dollars (compared with about 60% of food shopping dollars accounted for by women).

* Demographically, men who shop for food and men who do not shop for food are fairly similar. But psychographically, men food shoppers and men non-shoppers are quite different.

For one thing, men who shop for food have a more contemporary orientation than men who do not shop for food. Men food shoppers, more than men non-shoppers, view themselves as considerate, up-to-date and liberated.

For another thing, men who shop for food have a stronger achievement orientation than men who do not shop for food. Men food shoppers, more than men non-shoppers, regard themselves as well-organized, ambitious, intelligent, energetic and successful.

These psychographic differences between men food shoppers and men non-shoppers are all the more striking considering the fact that the two groups are similar in terms of age, income and education. It is their values and outlooks -- not their demographics -- that determine whether they fall into the food shopper or non-shopper segments.

* Men who shop for food are more favorably disposed toward cooking and eating than men who do not shop for food.

When it comes to helping out with household chores, men food shoppers would rather cook meals, while men non-shoppers would rather take out the garbage or watch the children.

Moreover, men who shop for food are more apt to say that they like to eat than men who do not shop for food.

* Men who shop for food express favorable feelings about doing it. Food shopping makes them feel like useful and contributing members of their households. When shopping for food, they feel calm, efficient and competent. They generally shop for food because they like to do it, not just because they have to do it.

  By contrast, men who do not shop for food express unfavorable feelings about doing it. Food shopping makes them feel hurried and impatient. They do not like to shop for food and they do not feel particularly knowledgeable about doing it.

* By and large, people -- men and women alike -- tend to have positive impressions of men who shop for food and negative impressions of men who do not shop for food.

  They view men who shop for food as considerate, up-to-date and well-organized people and they see men who do not shop for food as lazy, selfish and busy people.

  (The positive impressions that the public has of men who shop for food tend to parallel the positive images that men food shoppers have about themselves.)

* In some respects, the food shopping patterns of men and women major food shoppers are similar.

Both men and women do major food shopping about equally often -- an average of 3.6 major food shopping trips for men vs. an average of 3.2 major food shopping trips for women in a 4 week period.

Both men and women spend about an equal amount of money when they do a major food shopping trip -- an average of $72.40 for men vs. an average of $74.00 for women.

Both men and women do most of their major food shopping in supermarkets (although women, more than men, also do major food shopping in convenience stores and small neighborhood grocery stores).

Both men and women report that about 70% of their product purchases are planned before going into the store and about 30% are unplanned.

Both men and women predominantly buy national brands (although men are not quite as likely as women to know the brands they will be buying before they go shopping in a food outlet).

A majority of both men and women report that they go down most of the inside aisles when they do major food shopping in supermarkets.

* In other respects, the food shopping patterns of men and women major food shoppers are different.

Men are more apt than women to do their major food shopping on weekends and during evening hours, while women are more likely than men to do their major food shopping on weekdays and during morning and afternoon hours.

Although men and women spend about the same amount of money per major food shopping trip, men do not spend as much time in the store as women -- an average of 61 minutes for men vs. an average of 70 minutes for women.

Men are more apt than women to do their major food shopping with someone else (generally their wives), while women are more likely to do their major food shopping alone.

Men are almost as likely as women to use shopping lists when they do major food shopping (67% for men vs. 75% for women), but men are not nearly as likely as women to be responsible for preparing the shopping list or contributing items to it.

Men are almost as likely as women to redeem coupons in a 4 week period (64% for men vs. 76% for women), but men are not nearly as likely as women to be responsible for clipping the coupons that get redeemed.

Men and women are equally apt to buy items at the check-out counter in a 4 week period (74% for men vs. 71% for women), but the types of items they buy at the check-out counter are quite different. Men are more apt than women to buy cigarettes, razor blades/disposable shavers and lighters at the check-out counter, while women are more likely than men to buy gum, candy and magazines as they check out.

A majority of both men and women report that they check prices, check freshness dates and look for special sales, but other types of information-seeking behavior (such as checking calories, salt content and preparation instructions) are not engaged in as commonly by men as by women.

* About 2 out of 3 married men do their major food shopping with someone else (generally with wives but occasionally with children), while about 1 out of 3 married men do their major food shopping alone.

Married men who shop with their wives spend more per major food shopping trip than maried men who shop alone -- an average of $79.30 when they shop together vs. an average of $70.60 when they shop alone.

Whey married men shop with their wives, it is the husband rather than the wife who pushes the cart, by more than a two to one margin -- 58% vs. 27%. (The remainder include 11% who take turns pushing the cart and 4% who use separate carts.)

* The main reasons why married men shop <u>with</u> their wives are that "it gives us a chance to be together" and "it's fun for us to shop together."

The main reasors why married men shop <u>without</u> their wives are that "my schedule is more flexible than my spouse's" and "it's more efficient if I food shop and my spouse takes care of something else."

Married men are divided about whether they get food shopping done faster by shopping with their wives or shopping alone.

* Several findings suggest that, in the future, men are apt to become even more involved in food shopping than they are now.

First, a substantial 1 out of 3 men food shoppers report that they are <u>more</u> involved in food shopping now than they were 2-3 years ago. (By contrast, 1 out of 5 women food shoppers report that they are <u>less</u> involved in food shopping now than they were 2-3 years ago.)

Second, of all the household chores that men might be called upon to participate in, food shopping is one of the chores they most prefer to do. As more men take on shared responsibilities for household chores, food shopping is likely to be the one in which they will play a stronger role, leaving more onerous household tasks (such as ironing and cleaning the bathroom) to the women.

Third, men and women alike see intergenerational changes taking place as far as food shopping is concerned. Most people report that their fathers were far less involved in food shopping than their mothers. By contrast, in the upcoming generation, they expect their sons to be almost as involved in food shopping as their daughters.

While women will continue to play a strong role in food shopping in the immediate future, the importance of men in food shopping is increasing and should not be underestimated.

RESULTS

The Importance Of Men Food Shoppers

1. Over 9 out of 10 men (93%) report that they have shopped for food in the past 4 weeks.

   77% of men have done major food shopping and an even greater 83% of men have done fill-in food shopping over that time period.

2. Men who do major food shopping spend an average of $72.40 per major shopping trip and make an average of 3.6 major food shopping trips in a 4 week period.

   Men who do fill-in food shopping spend an average of $10.70 per fill-in shopping trip and make an average of 5.6 fill-in food shopping trips in a 4 week period.

Men Food Shoppers Vs. Men Non-Food Shoppers

1. Demographically, men who do major food shopping and men who do not do major food shopping are fairly similar to each other. The two groups show little difference in terms of age, income, education and occupation.

   Marital status and occupation are the only demographic characteristics that differentiate the two segments. Major food shopping is somewhat more common among unmarried men and among retired men.

INCIDENCE OF MAJOR FOOD SHOPPING

	Do Major Food Shopping
TOTAL MEN	77%
MARITAL STATUS	
Married	75
Working wife	74
Non-working wife	77
Not married	84
AGE	
Under 35 years	78
35-49 years	74
50 years or over	79
HOUSEHOLD INCOME	
$35,000 and over	78
$20,000 - $34,999	75
Under $20,000	80
EDUCATION	
College	79
Non-college	75
OCCUPATION	
White collar	76
Blue collar	76
Retired	83

2. Psychographically, men who do major food shopping and men who do not do major shopping are different from each other.

One difference is that men who do major food shopping have a more contemporary image of themselves. Major food shoppers, more than non-shoppers, see themselves as considerate, up-to-date and liberated.

A second difference is that men who do major food shopping are more achievement-oriented. Major food shoppers, more than non-shoppers, view themselves as well-organized, ambitious, intelligent, energetic and successful.

A third difference is that men who do major food shopping are more food-oriented. Major food shoppers, more than non-shoppers, report that they like to eat, they like to cook, and they are generally more into food, whether it be plain food, gourmet food or snack food.

HOW MEN PERCEIVE THEMSELVES

	Men Major Shoppers	Men Non-Major Shoppers	Diff.
Contemporary Orientation			
Considerate	67%	53%	+14%
Up-to-date	46	35	+11
Liberated	25	17	+8
Achievement Orientation			
Well-organized	57	45	+12
Ambitious	52	42	+10
Intelligent	55	49	+6
Energetic	45	39	+6
Successful	42	37	+5
Eating/Cooking Orientation			
Like to eat	62	49	+13
Like to cook	37	24	+13
Like plain cooking	42	33	+9
Like gourmet food	19	11	+8
Like snack food	35	30	+5

3. Men who do major food shopping and men who do not do major food shopping prefer doing different types of chores in their households.

Major food shoppers, more than non-shoppers, like to shop for food and prepare meals.

By contrast, non-shoppers, more than major food shoppers, prefer to put out the garbage and watch the children.

PREFERRED HOUSEHOLD CHORES

	Men Major Shoppers	Men Non-Major Shoppers	Diff.
Shopping for food	68%	27%	+41%
Preparing meals	37	29	+8
Putting out the garbage	59	72	-13
Watching the children	50	60	-10

4. Men who do major food shopping help out with a broader array of household chores than non-shoppers do.

In addition to shopping for food and preparing meals, men who do major food shopping are more apt than non-shoppers to do laundry, vacuum, wash dishes, dry dishes and clean the bathroom.

PARTICIPATION IN HOUSEHOLD CHORES

"Very Often/Fairly Often"

	Men Major Shoppers	Men Non-Major Shoppers	Diff.
Shopping for food	93%	24%	+69%
Preparing meals	54	29	+25
Laundry	43	22	+21
Vacuuming	44	31	+13
Washing dishes	54	44	+10
Drying the dishes	39	30	+9
Cleaning the bathroom	37	29	+8

5. Men who do major food shopping tend to express positive sentiments about food shopping, while non-shoppers express negative sentiments.

Men who do major food shopping, more than non-shoppers, say that food shopping makes them feel calm, useful, efficient and competent.

By contrast, non-shoppers, more than major food shoppers, report that food shopping makes them feel hurried and impatient.

HOW FEEL WHEN FOOD SHOPPING

	Men Major Shoppers	Men Non-Major Shoppers	Diff.
Positive			
Calm	61%	41%	+20%
Useful	38	18	+20
Efficient	33	13	+20
Competent	31	14	+17
Negative			
Hurried	19	34	-15
Impatient	19	30	-11

6. For the most part, men have favorable impressions of men who shop for food and unfavorable impressions of men who do not shop for food.

Men shoppers tend to be regarded as considerate, well-organized, up-to-date people who are cooking-oriented and eating-oriented.

Men non-shoppers tend to be viewed as lazy, busy, selfish, and traditional people.

These perceptions of men shoppers and men non-shoppers parallel the actual self-images of these two population segments.

PERCEPTIONS OF
MEN SHOPPERS AND MEN NON-SHOPPERS

	How Men Shoppers Are Perceived	How Men Non-Shoppers Are Perceived	Diff.
Like to cook	51%	3%	+48%
Considerate	48	4	+44
Well-organized	49	8	+41
Like to eat	51	11	+40
Up-to-date	38	6	+32
Lazy	3	50	-47
Busy	18	59	-41
Selfish	3	34	-31
Traditional	14	31	-17

The Relative Importance Of Men Food Shoppers And Women Food Shoppers

1. While a majority of men do major food shopping, an even larger majority of women do it.

   77% of men did major food shopping in the past 4 weeks, while 98% of women did major food shopping over that time period.

2. Fill-in food shopping is about equally likely to be done by men and women.

   83% of men and 86% of women report that they did fill-in food shopping in the past 4 weeks.

3. Men and women who do food shopping do it about equally often and spend about the same amount of money when they shop for food.

	Men Major Shoppers	Women Major Shoppers
No. of major shopping trips in past 4 weeks	3.6	3.2
Average amount spent per major shopping trip	$72.40	$74.00

	Men Fill-In Shoppers	Women Fill-In Shoppers
No. of fill-in shopping trips in past 4 weeks	5.6	5.4
Average amount spent per fill-in shopping trip	$10.70	$10.60

4. While men do not account for as many food shopping dollars as women, men nevertheless account for a sizable proportion of food shopping dollars.

   Overall, men account for about 40% and women account for about 60% of food shopping dollars.

5. Men are more likely than women to report that their involvement in food shopping has gone up in the past 2-3 years.

   37% of men major shoppers say their involvement has increased, and only 14% say their involvement has declined.

   33% of women shoppers say their involvement has increased, but a sizable 21% say their involvement has fallen off.

HOW OFTEN DO FOOD SHOPPING NOW
COMPARED TO 2-3 YEARS AGO

	Men Major Shoppers	Women Major Shoppers
Do Food Shopping:		
More often now	37%	33%
As often now	49	46
Less often now	14	21
More often vs. less often	+23	+12

6. Men major shoppers and women major shoppers differ in terms of which household chores they prefer to do.

Men's favorite chores are shopping for food and putting out the garbage, while women's favorite chores are watching the children and preparing meals.

Ironing and cleaning the bathroom are the least liked chores by both men and women.

PREFERRED HOUSEHOLD CHORES

	Men Major Shoppers	Women Major Shoppers	Diff.
Putting out the garbage	59%	11%	+48%
Shopping for food	68	49	+19
Watching the children	50	71	-21
Preparing meals	37	65	-28
Cleaning the bathroom	9	14	-5
Ironing	3	8	-5

Men's And Women's Major Food Shopping Patterns

1. Both men and women report that supermarkets are the outlets where they do their major food shopping most often.

   Men are not as apt as women to buy food at other types of outlets, such as small neighborhood grocery stores, fruit and vegetable stores, butcher shops and convenience stores.

WHERE SHOPPED IN PAST 4 WEEKS

	Men Major Shoppers	Women Major Shoppers
Supermarket	99%	97%
Small neighborhood grocery store	10	15
Fruit and vegetable market or farm stand	5	11
Butcher shop or meat market	5	8
Convenience store (such as 7-Eleven)	5	7

2. Both men and women indicate that "convenient to where I live" is the primary reason why they select the places where they shop for food most often.

Men are more apt than women to select food stores because they have low prices and a large variety, while women are more likely than men to select stores that have good meat and produce sections.

Men and women are equally likely to seek out stores that have good sales, are clean, and have good hours.

REASONS WHY DO MAJOR FOOD SHOPPING AT STORE GO TO MOST OFTEN

	Men Major Shoppers	Women Major Shoppers
Convenient to where I live	70%	72%
Has low prices	49	38
Has a large variety	37	28
Has good meat	26	35
Has good produce	23	29
Has good sales	32	34
Clean	29	31
Has good hours	27	26

3. Saturdays and Sundays are more common shopping days for men than for women.

Mondays through Thursdays are more common shopping days for women than for men.

Fridays are equally likely to be shopping days for both men and women.

DAY OF WEEK USUALLY DO MAJOR FOOD SHOPPING

	Men Major Shoppers	Women Major Shoppers
Do major food shopping on a particular day	65%	65%
Monday-Thursday	28	39
Friday	19	19
Saturday/Sunday	26	18
Do not do major food shopping on a particular day	35	35

4. Men are more apt than women to do their major food shopping during evening periods.

By comparison, women are more likely than men to do their major food shopping during mornings and afternoons.

TIME OF DAY USUALLY DO MAJOR FOOD SHOPPING

	Men Major Shoppers	Women Major Shoppers
Do major food shopping at specific time	79%	78%
Morning	24	29
Afternoon	20	27
Evening	35	22
Do not do major food shopping at specific time	21	22

5. Although men spend about as much money as women per major food shopping trip (see earlier section), men do not devote as much time per major food shopping trip as women do.

Men spend an average of 61 minutes per major shopping trip, compared with the 70 minutes spent by women.

AMOUNT OF TIME SPENT DOING MAJOR FOOD SHOPPING

	Men Major Shoppers	Women Major Shoppers
More than 1 hour	29%	34%
1 hour	31	39
Less than 1 hour	40	27
Average no. of minutes	61.2	69.9

6. Many men and women do their major food shopping with other people, but shopping with other people is done even more often by men than by women.

Men are more apt to shop with their wives than women are to shop with their husbands.

WHO USUALLY DO MAJOR FOOD SHOPPING WITH

	Men Major Shoppers	Women Major Shoppers
Do major food shopping with other people	55%	41%
Spouse	47	19
Children	8	11
Other relatives/friends	6	16
Do major food shopping alone	45	59

7. The main reasons that married men give for shopping with their wives are that "it gives us a chance to be together" and "it's fun for us to shop together."

   The main reasons that married men give for shopping without their wives are that "my schedule is more flexible than my spouse's" and "it's more efficient if I food shop and my spouse takes care of something else."

   Married men are divided about whether they get food shopping done faster by shopping with their wives or shopping alone.

8. Married men shop differently when they shop with their wives and when they shop alone.

   Married men who shop with their wives spend more time and more money per major food shopping trip than married men who shop alone.

   Married men who shop with their wives are more apt to do their shopping on Fridays/Saturdays/Sundays and during evening hours, while married men who shop alone are more likely to do their shopping on Mondays through Thursdays and during morning hours.

FOOD SHOPPING BEHAVIOR OF MARRIED MEN WHO SHOP WITH WIFE AND WHO SHOP ALONE

	Married Men	
	Shop With Wife (300)	Shop Alone (171)
$ SPENT PER MAJOR SHOPPING TRIP		
$100 or more	25%	20%
$50 - $99	50	50
Less than $50	25	30
Average $ per trip	$79.30	$70.60
AMOUNT OF TIME		
More than 1 hour	35%	25%
1 hour	34	27
Less than 1 hour	31	48
Average no. of minutes	65.6	58.2
DAY OF WEEK		
Monday-Thursday	26%	39%
Friday	23	19
Saturday/Sunday	27	23
No particular day	33	29
TIME OF DAY		
Morning	22%	33%
Afternoon	21	21
Evening	36	28
No particular time	21	18

9. When married people shop with their spouses, a large majority stay together in the store rather than shop apart.

   89% say that they stay together in the store, while only 11% split up.

10. When married people shop with their spouses, the cart is pushed much more often by the man than by the woman.

    58% report that the man usually pushes the cart, compared with only 27% who say the woman usually pushes it.

    In addition, 11% take turns pushing the cart and 4% use separate carts.

11. A large majority of both men and women report that they go down most of the inside aisles when they shop for food.

87% say they go down most of the inside aisles, including 75% who go down all or almost all of them and 12% who go down three-quarters of them.

NUMBER OF INSIDE AISLES USUALLY GO DOWN WHEN MAJOR FOOD SHOPPING

	Men Major Shoppers	Women Major Shoppers
More than half of inside aisles	84%	89%
All or almost all of inside aisles	70	79
About 3/4 of inside aisles	14	10
About half of inside aisles	12	9
Less than half of inside aisles	4	2
About 1/4 of inside aisles	3	2
Less than 1/4 of inside aisles	1	-
None of inside aisles	-	-

12. About 7 out of 10 men and women major food shoppers report that they bought products at the check-out counter in the past 4 weeks. But the products bought by men and women at check-out counters tend to be different.

Cigarettes, razor blades/disposable shavers and lighters are more likely to be bought at the check-out counter by men.

Gum, candy and magazines are more apt to be bought at the check-out counter by women.

PRODUCTS BOUGHT AT CHECK-OUT COUNTER
IN PAST 4 WEEKS

	Men Major Shoppers	Women Major Shoppers
Bought something at check-out counter	74%	71%
Razor blades/disposable shavers	31	18
Cigarettes	33	23
Lighters	16	10
Gum	36	48
Magazines	25	35
Candy	32	39
Did not buy anything at check-out counter	26	29

Men's And Women's Major Food Shopping Planning

1. A majority of both men and women report that they use a shopping list, but shopping lists are not used quite as commonly by men as by women.

   67% of men who do major food shopping use a shopping list, compared with 75% of women.

2. While men are almost as apt to use a shopping list as women, men are much less apt than women to contribute to the list and to be responsible for preparing it.

   Men are less than half as likely as women to contribute to the shopping list, and men are only one-fifth as likely as women to be primarily responsible for preparing it.

PREPARATION OF SHOPPING LIST

	Contribute To Shopping List	Primarily Responsible For Shopping List
Use shopping list	72%	72%
Man	30	12
Woman	66	59

3. The following are the items that men and women put on their shopping lists most often and least often:

Most Often	Least Often
Breads	Beer
Butter/margarine	Dry soup mix
Chicken/poultry	Yogurt
Fresh vegetables	Frozen dinners/entrees
Cereals	Cakes/pastries
Juices/fruit juices	Pet food
Cheese	Pickles/relishes

For the most part, men and women put the same types of items on their shopping lists, with a few exceptions.

Men are more likely than women to put beer, canned vegetables and chips/pretzels on their shopping lists.

On the other hand, women are more apt than men to put crackers, salad dressing, butter/margarine and cheese on their shopping lists.

4. Both men and women major food shoppers report that about 7 out of 10 items they buy when they shop for food are planned before they go into the store, while about 3 out of 10 items are not planned.

EXTENT TO WHICH PRODUCTS PURCHASED
ARE PLANNED VS. UNPLANNED BEFORE GOING INTO STORE

	Men Major Shoppers	Women Major Shoppers
% of products planned	73%	71%
% of products unplanned	27	29

5. Of the items that men and women buy when they shop for food, the following are the items that are most apt to be planned and least apt to be planned:

Most Planned	Least Planned
Breads	Cakes/pastries
Butter/margarine	Chips/pretzels
Pet food	Frozen dinners/entrees
Coffee/tea	Pickles/relishes
Cereals	Dry soup mix
Cheese	Ice cream
Chicken/poultry	Yogurt

The "most planned" items and "least planned" items are generally similar for men and women, with a few exceptions. Men are more apt to plan to buy beer, while women are more likely to plan to buy pasta, crackers and pet food.

6. Men major food shoppers feel that they are generally knowledgeable about food shopping, but they do not feel quite as knowledgeable about food shopping as women do.

KNOWLEDGEABILITY ABOUT FOOD SHOPPING

	Men Food Shoppers	Women Food Shoppers
Knowledgeable	87%	95%
Very knowledgeable	36	48
Fairly knowledgeable	51	47
Not knowledgeable	13	5
Not too knowledgeable	11	5
Not at all knowledgeable	2	-

7. Checking prices, checking freshness dates and looking for special sales are the most common types of information-seeking behavior engaged in by both men and women.

Men do not do quite as much information-seeking when they shop for food as women do.

INFORMATION-SEEKING BEHAVIOR WHEN MAJOR FOOD SHOPPING

	Men Major Shoppers	Women Major Shoppers
Check prices	85%	90%
Check freshness date	80	90
Look for special sales	82	87
Check unit pricing	63	60
Check ingredients between brands	37	40
Check serving size	33	44
Check preparation instructions	30	43
Check number of servings per package	29	42
Check salt content	28	41
Check calories per serving	21	38

8. Men are almost as involved -- but not quite as involved -- with coupons as women.

64% of men major food shoppers, compared with 76% of women major food shoppers, report that they redeemed coupons in the past 4 weeks.

Men major food shoppers redeem an average of 11.3 coupons in a 4 week period, compared with an average of 12.9 coupons redeemed by women.

Coupon-clipping is the one area where men lag far behind women. In the 80% of households which clip coupons, 16% of the coupon clipping is done by men and 66% is done by women. (Both men and women clip coupons in a few households.)

Men's And Women's Brand Orientation

1. In addition to buying national brands and store brands, a surprisingly large number of men and women report that (at least occasionally) they buy no-name brands.

EXTENT TO WHICH
DIFFERENT TYPES OF BRANDS ARE PURCHASED

	Men Major Shoppers	Women Major Shoppers
National brands	98%	99%
Store brands	87	88
No-name brands	42	46

2. Although many men and women have had experience buying no-name brands, no-name brands account for a relatively small percentage of the purchases made by men and women. National brands are in a strong first place position, and store brands are in a distant second place position.

PERCENT OF
DIFFERENT TYPES OF BRANDS PURCHASED

	Men Major Shoppers	Women Major Shoppers
National brands	66%	65%
Store brands	27	28
No-name brands	7	7

3. For some product categories, a majority know what brand they will get before going into the store. For other product categories, a majority make the brand decision after going into the store.

The following are the product categories for which men and women are most likely and least likely to have decided the brand before going into the store:

Most Apt To Know Brand Beforehand	Least Apt To Know Brand Beforehand
Coffee/tea	Cakes/pastries
Canned soup	Fish/seafood
Beer	Fresh vegetables
Butter/margarine	Pickles/relishes
Breads	Chicken/poultry
Cereals	Cookies
Pet food	Frozen vegetables
Soft drinks	Chips/pretzels

The product categories for which they are and are not apt to have decided the brand beforehand are similar for men and women. However, men are generally not quite as likely to have made up their minds about the brand beforehand as are women.

4. For both men and women, only a minority report that they tend to buy new products earlier than other people. A majority of both men and women indicate that they buy new products about the same time as or later than other people.

EXPERIMENTATION WITH NEW FOOD PRODUCTS

	Men Major Shoppers	Women Major Shoppers
Compared To Other People, I Try New Food Products:		
Earlier than most people	11%	12%
Same time as most people	43	48
Later than most people	46	40

Major Food Shopping Vs. Fill-In Food Shopping

1. While a majority of men do major food shopping, an even greater majority of men do fill-in food shopping in a 4 week period. 83% of men did fill-in food shopping in the past 4 weeks, compared with 77% of men who did major food shopping over that time period.

   Fill-in food shopping is just about as common among men as it is among women. The 83% of men who did fill-in food shopping is about on a par with the 86% of women who did fill-in food shopping in the past 4 weeks.

MAJOR FOOD SHOPPING AND FILL-IN FOOD SHOPPING IN PAST 4 WEEKS

	Men	Women
Did major food shopping in past 4 weeks	77%	98%
Did fill-in food shopping in past 4 weeks	83%	86%

2. Fill-in food shopping is done more frequently than major food shopping -- an average of 5.4 trips for fill-in food shopping compared with an average of 3.3 trips for major food shopping over a 4 week period.

   The greater frequency of fill-in food shopping over major food shopping occurs for both men and women.

3. Although people do fill-in food shopping more frequently than they do major food shopping, they spend less money when they do fill-in shopping than when they do major food shopping -- an average of $10.60 per fill-in shopping trip vs. an average of $73.20 per major shopping trip.

   The smaller bill for fill-in shopping trips holds for both men and women.

4. Overall, taking into account both the frequency of trips and the amount per trip, fill-in food shopping accounts for about 20% of food shopping dollars and major food shopping accounts for about 80% of food shopping dollars.

   This 20/80 breakdown between fill-in food shopping dollars and major food shopping dollars applies about equally to men and women.

5. The patterns of fill-in food shopping and major food shopping differ on a variety of dimensions.

a. While a majority of people do major food shopping on a particular day of the week, a majority of people do not do fill-in food shopping on any particular day of the week. Fill-in food shopping is done as the need arises.

DAY OF WEEK USUALLY DO FOOD SHOPPING

	Major Food Shoppers	Fill-In Food Shoppers
Do food shopping on a particular day	65%	26%
Monday-Thursday	35	20
Friday	19	5
Saturday/Sunday	21	8
Do not do food shopping on a particular day	35	74

b. While a large majority of people do their food shopping at a particular time of day, this is less apt to be the case when fill-in shopping is done. Once again, fill-in shopping is done as the need arises.

TIME OF DAY USUALLY DO FOOD SHOPPING

	Major Food Shoppers	Fill-In Food Shoppers
Do food shopping at specific time	78%	58%
Morning	28	13
Afternoon	24	17
Evening	26	28
Do not do food shopping at specific time	22	42

c. Fill-in shopping trips require much less time than major shopping trips. On average, people spend 16.4 minutes per fill-in shopping trip vs. 66.4 minutes per major shopping trip.

AMOUNT OF TIME SPENT DOING FOOD SHOPPING

	Major Food Shoppers	Fill-In Food Shoppers
More than 1 hour	33%	-%
1 hour	35	1
Less than 1 hour	32	99
Average no. of minutes	66.4	16.4

d. When people do fill-in shopping trips, they are much more likely to go alone than to go with other people. By contrast, when people do major shopping trips, there is about a 50/50 chance that they will be accompanied by someone else.

WHO USUALLY DO FOOD SHOPPING WITH

	Major Food Shoppers	Fill-In Food Shoppers
Do food shopping with other people	46%	25%
Spouse	30	11
Children	10	9
Other relative/friend	12	8
Do food shopping alone	54	75

The differences between fill-in shopping trips and major shopping trips apply to both men and women.

6. Fill-in shopping trips, like major shopping trips, are more apt to be done in supermarkets than in any other type of outlet. However, use of other types of outlets -- particularly small neighborhood grocery stores and convenience stores -- is more common for fill-in shopping trips than for major shopping trips.

The use of small neighborhood grocery stores and convenience stores for fill-in shopping trips occurs for both men and women.

TYPE OF STORE DID FOOD SHOPPING IN PAST 4 WEEKS

	Major Food Shoppers	Fill-In Food Shoppers
Supermarket	98%	77%
Small neighborhood grocery store	13	31
Convenience store (such as 7-Eleven)	6	23

7. Convenience is an even more important reason for selecting a store for fill-in shopping trips than for major shopping trips.

While people use a variety of reasons for selecting a store for major shopping trips (prices, sales, variety, cleanliness, good meat sections, good produce sections, etc.), convenience is far and away the main reason for selecting a store for fill-in shopping trips.

REASONS WHY FOOD SHOP AT STORE GO TO MOST OFTEN

	Major Food Shoppers	Fill-In Food Shoppers
Convenient to where I live	71%	82%
Has low prices	42	23
Has good sales	33	13
Has a large variety	32	16
Has good meat	31	10
Clean	30	16
Has good produce	27	10

The importance of convenience in selecting a store for fill-in shopping trips applies to both men and women.

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